



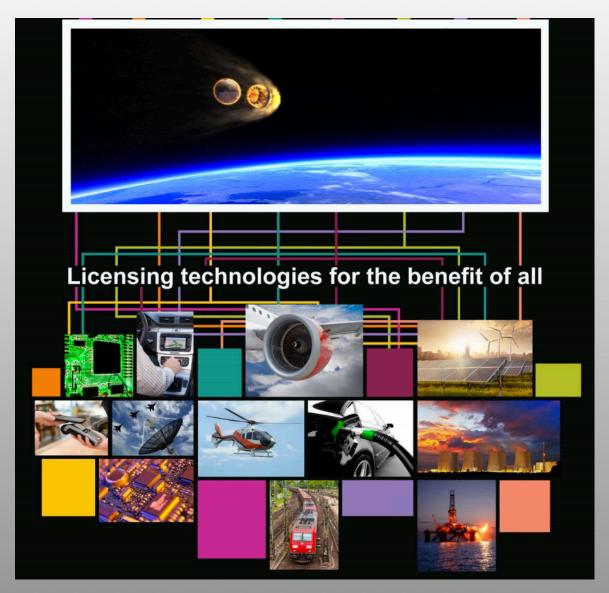
BRINGING NASA TECHNOLOGY DOWN TO EARTH

GRC Tech Transfer Office

Kimberly Dalgleish-Miller Chief, Technology Transfer Office May 24th, 2016



Licensing NASA Innovations



Maintaining a technology transfer program at government agencies has been a Congressional mandate for over 30 years!



Presidential Memorandum of 2011

Accelerate technology transfer and commercialization of federal research in support of high-growth businesses

Establish Goals and Measure Progress

Track metrics, economic impact, tie tech transfer to lab performance

Streamline Tech Transfer Processes

Decrease time to establish license deals and grants, establish accessible invention/agreements database, make better use of data (e.g., competitions, awards)

Facilitate Commercialization Through Regional and Local Partnerships

Engage regional innovation clusters, business support programs, and public-private partnerships

One driver of successful innovation is technology transfer, in which the private sector adapts Federal research for use in the marketplace.



President Obama Presidential Memorandum issued October 28, 2011

NASA's patent portfolio is fully aligned with industry needs



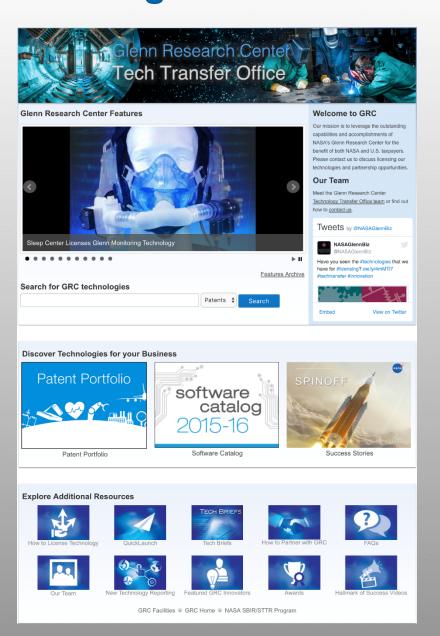






Reaching Out Online: Website





http://technology.grc.nasa.gov

Complete revision of Glenn TTO website

- Since revamp > 70,000 hits per month
- Regular updates of features on licensing and more
- Easy access to our searchable IP (TOPs)
- "How to License" section
- One page downloadable info sheets on license types

Reaching Out Online: Twitter



Follow us: @NASAGlennBiz

Leveraging social media to attract new licensing targets

- Using hashtags to get picked up by targeted industries
 - #sensor, #turbine, #water
- Touching people that may have never heard of NASA IP
- Driving people to the website
- Promoting TOPs with text & imagery
- Leading the agency TTOs in Twitter activity



NASAGlennBiz

@NASAGlennBiz FOLLOWS YOU

The Technology Transfer Office at NASA's Glenn Research Center shares opportunities for licensing, partnerships, & #techtransfer and promotes events & awards

Cleveland, OH

& technology.grc.nasa.gov

NASAG Toolo

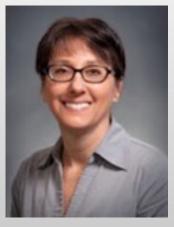
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Tech available for #licensing | #Coating Enables #Temperature Measurement up to 600°C ow.ly/10wCRO



Technology Managers are your POCs for NASA Technology

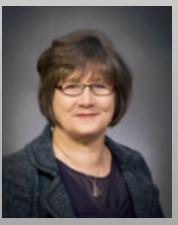




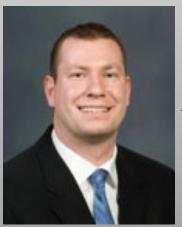
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How to access NASA technologies

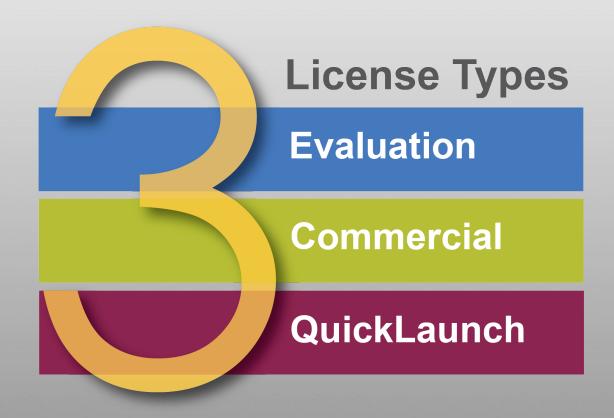




Evaluation license
Commercial license
QuickLaunch license
Reimbursable Space Act Agreement
Software Usage Agreement

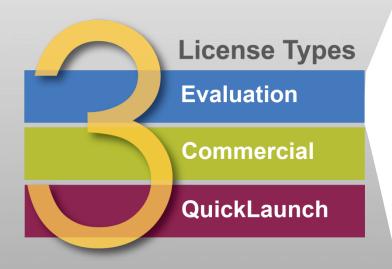
Licensing is the best way to access NASA technologies





Evaluation license: try before you buy





Flat fee of \$2,500, nonexclusive, short-term (up to 1 year)

Provides companies with time to explore the technology's potential before securing a commercial license

- Especially suited for nascent technologies
- Attractive to small business and start-ups
- Low risk way to 'test drive' a technology
- Streamlined process with non-negotiable terms

Commercial license: get your product to market





If companies want to commercialize NASA IP, they can secure a commercial license

All commercial licenses are individually negotiated with the prospective licensee

- Terms are negotiated on a case by case basis
- Exclusivity can be granted in field(s) of use and/or geographic areas
- The purpose is to make and sell products

QuickLaunch license





Selected portfolio of technologies available for commercial nonexclusive licensing

QuickLaunch licenses have a set initial fee, annual royalty, and standard terms

- Quick turnaround
- Minimal paperwork
- No negotiations terms are fixed
- Low cost (typically \$2,000 to \$10,000)
- Licensee can sell products

Startup NASA



The Startup NASA initiative offers startup companies a license with no up-front costs for commercial use of our patented technologies, we're letting companies hold onto their cash while securing the intellectual property needed to carve out competitive market space.

- Announced the initiative October 7, 2015.
- By March 31st, NASA had received 25 applications and had signed 8 startup licenses

technology.nasa.gov/startup



Sampling of Our Licensees





















Reimbursable Space Act Agreement



The Space Act
Agreement enables
companies to work
with NASA experts and
use our research and
testing facilities

Defined Statement of Work (SOW) including milestones

Intellectual property and data rights defined up front

Provides access to personnel, facilities, expertise, or equipment

Appropriate for all types of partners (small, medium, or large businesses, universities, etc.)

Software Usage Agreements

NASA software is available for use by industry See our Software Catalog





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There are multiple release categories for software

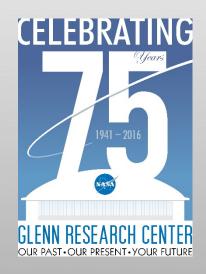
Access Open Source NASA software at http://ti.arc.nasa.gov/opensource/
Access other NASA software at http://ti.arc.nasa.gov/opensource/other-nasa-software/

Requests can be handled entirely electronically

Available to all types of orgs (business, government, academic)

NASA Glenn Technology Day Licensing Promotions





1) Half-Off on Upfront Fees for QuickLaunch Licenses of NASA Glenn technologies

Select NASA Glenn technologies are available for QuickLaunch license.

2) NASA Evaluation License signed at NASA Glenn Technology Day Our popular "try before you buy" Evaluation License provides a cost-effective way to access NASA technology to test it out before investing the time and resources on a commercial license application. The Evaluation License term is 1 year.

Free promotion of your signed Evaluation License on social media! If desired, the NASA Glenn Technology Transfer Office will take photos of licensees during NASA Glenn Technology Day and share images via our Twitter account.

Key takeaways





Call to action



Visit our website to view available technologies http://technology.nasa.gov/ Access NASA software via the software catalog https://software.nasa.gov/



Discover state-of-the-art technologies that can accelerate your R&D



Contact us to discuss the right licensing option for your company